## WHAT IS CLAIMED IS:

An image display apparatus comprising:

an A/D converter to convert an input analog image signal into digital image data;

a black level setting mechanism to set a black level of the digital image data by adjusting a lower-limit reference voltage of the A/D converter;

a blank data generator to generate blank data to display a blank area around an image display area on a screen;

an image data combiner to combine blank data generated by the blank data generation mechanism and digital image data output from said A/D converter; and

a display to display an output of the image data ombiner on said screen.

- 2. Ar image display apparatus according to claim 1, said black level setting mechanismcomprising a variable resistor.
- An image display apparatus according to claim 1, said black level setting mechanismcomprising an illuminance sensor to detect the illuminance around a video camera that outputs said analog image signal.

4. An image display apparatus according to claim 3, wherein said black level setting mechanism outputs a lower-limit reference voltage corresponding to illuminance detected by said illuminance sensor.

5. A method of displaying an image comprising:

adjusting a black level of digital image data such that a black level of an image display area is different from a black level external to the image display area; and

displaying an image from the digital image data in the image display area.

6. The method of displaying an image according to claim 5, further comprising:

converting an input analog image signal into digital image data;

adjusting a lower-limit reference voltage of the converting thereby adjusting the black level of the digital image data;

generating blank data to display a blank area around an image display area on a screen;

combining the blank data generated and digital image data output; and

displaying the combination of the blank data generated

and digital image data output on the screen.

7. The method of displaying an image according to claim 6, the adjusting the black level comprising adjusting a variable resistor.

8. The method of displaying an image according to claim 6, the adjusting the black level comprising detecting the illuminance around a video camera that outputs the analog image signal.

9 The method of displaying an image according to claim 9, further comprising outputting a lower-limit reference voltage corresponding to the detected illuminance.

10. A method of displaying an image comprising converting an input analog image signal into digital image data;

adjusting a lower-limit reference voltage of the converting thereby setting a black level of the digital image data;

generating blank data to display a blank area around an image display area on a screen;

combining the blank data generated and digital image

displaying the combination of the blank data generated and digital image data output on said screen.

- 11. The method according to claim 10, the setting of the black level comprising adjusting a variable resistor.
- 12. The method according to claim 10, the setting of the black level comprising detecting the illuminance around a video camera that outputs the analog image signal.
- 13. The method according to claim 12, further comprising outputting a lower-limit reference voltage corresponding to the detected illuminance.

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